

Arts & Economic Prosperity III

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in THE STATE OF KANSAS (FY2007)

The *Arts & Economic Prosperity III* study provides compelling new evidence that the nonprofit arts and culture are a **\$153.5** million industry in the State of Kansas—one that supports **4,612** full-time equivalent jobs and generates **\$15.6** million in local and state government revenue.

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$80,286,603		\$73,235,995		\$153,522,598

Nonprofit arts and culture organizations, which spend **\$80.3** million each year, leverage a remarkable **\$73.2** million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

Impact of Nonprofit Arts and Culture <u>Organizations</u>	
Total Expenditures	\$80,286,603
Full-Time Equivalent Jobs	3,114
Resident Household Income	\$60,311,000
Local Government Revenue	\$2,708,000
State Government Revenue	\$3,897,000

Impact of Nonprofit Arts and Culture <u>Audiences</u>	
Total Expenditures	\$73,235,995
Full-Time Equivalent Jobs	1,498
Resident Household Income	\$34,749,000
Local Government Revenue	\$3,310,000
State Government Revenue	\$5,719,000

Event-Related Spending by Arts and Culture Audiences Totaled \$73.2 million (excluding the cost of admission)

Attendance at Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Attendees
Total Attendance at Arts and Culture Events	3,297,586		445,417		3,743,003
Percentage of Total Attendance	88.1 percent		11.9 percent		100 percent
Average Event-Related Spending Per Person	\$15.20		\$51.89		\$19.58
Total Event-Related Expenditures	\$50,123,307		\$23,112,688		\$73,235,995

By demonstrating that investing in the arts and culture yields economic benefits, *Arts & Economic Prosperity III* lays to rest the common misconception that communities support the arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life, they also invest in their economic well-being.

This report shows conclusively that **the arts mean business in Kansas!**

*Residents live within the State of Kansas; Non-residents live outside of Kansas.
For study details visit <http://arts.ks.gov>
Source: Americans for the Arts, 2009, www.AmericansForTheArts.org